ABSTRACT

THE MEANING OF MESSAGE TATTOO AS A NON VERBAL COMMUNICATION AMONG USERS TATTOO IN BANDUNG

By:
Abdullah Fikri
NIM. 41805057

This script under the guidance of,
Melly Maulin P., S.Sos., M. Si.

This study aims to determine how the meaning of the message the tattoo as a form of nonverbal communication among users of tattooing in the city of Bandung. To address the above problems, the researchers develop research identification as follows: cue, structural form, social influence, interpretation, self-reflection, togetherness (commonality), and the meaning of messages among users tattoo in Bandung.

This study used a qualitative approach with descriptive methods. Data were collected through interviews, literature study, observation, study documentation, and Internet searching. The subject of this research is the user's tattoo in the city of Bandung. Informants in the study are determined by using purposive sampling technique and number three informants. Technique of data analysis conducted with data reduction, categorization, and synthesis.

The results of this research shows, that the meaning of the message the tattoo as a cue, that is a tattoo applied to various cues such symbols as a memorabilia, the expression of self-actualization, maturation and other forms of ritual, symbol, and symbols. The meaning of the message the tattoo as a form of structural, that is the meaning of the tattoo in a visualization structure which can be seen from the use of the image, position, color and location of the tattoo. The meaning of the message the tattoo as social influence, namely the tattoo can show the attitudes of rebellion, political, and critical attitude, and social status. The meaning of the message the tattoo as interpretation, that is a tattoo can show the values of the interpretation which refers to the understanding of symbols that already exist or associate in the culture concerned. The meaning of the message the tattoo as self-reflection, which can show the tattoo is very personal as well as the meaning and motivation of images used in making tattoos. The meaning of the message the tattoo as togetherness (commonality), the tattoo can show the status of the group, means of access, loyalty and tolerance attitudes among members of the group .. Meaning messages among users tattoo tattoo in Bandung, namely users of tattoos in Bandung showed an understanding appreciation arts and self-actualization and the things that are personal rather than sacred values and religiosity.

The conclusion from this study indicate that the meaning of messages among users tattoo tattoo in Bandung is very diverse. This is proven by the meaning of the message as a signal, structural form, social influence, interpretation, self-reflection, and sharing (commonality).

Advice for users of the tattoo is, the expected users of the tattoo can understand the pictures to be used on the body, because the tattoo will stick for life and should be thought through on his desire to tattooing so as not to regret in the future.